



SPONSORSHIP PACKAGE BENEFITS

#trailasone

PRE-WALK

DURING-WALK

POST-WALK

	PLATINUM USD 100,000	GOLD USD 50,000	SILVER USD 25,000	BRONZE USD 10,000
Call to action video highlighting your individual and organizational support to be shared across social media	●			
Brand exposure in SriLankan Airlines inflight promotion (envelope/video)	●			
Running web banner on trailsl.com homepage with link to sponsor's site	●			
Brand endorsement at selected press conferences	●	●		
Brand prominence in selected press ads/campaigns	●	●	●	
Brand presence on selected printed materials (if sponsorship is confirmed early)	●	●	●	●
Inclusion in monthly posts recognizing all sponsors on social media	●	●	●	●
Logo to appear on trailsl.com Corporate Partners page with link to sponsor's site	●	●	●	●
Brand endorsement in updates of the walk (radio + digital)	●			
One opening/closing ceremony en route promoting the company brand	●	●		
Opportunity for a mobile vehicle (branded) to participate in the walk	●	●	●	
Logos on pennants/banners placed throughout the walk	●	●	●	●
Acknowledgement of all sponsors on the final night, upon conclusion of the walk	●	●	●	●
Feature interview in a post-Trail video for social media and other outreach	●			
Brand exposure in all press ads communicating the success of the walk	●	●	●	●
Sponsor name to be engraved (on a wall) at the cancer unit to be constructed	●	●	●	●
Sponsor to be invited for the opening of the hospital unit as a special guest	●	●	●	●